



Press Release

## **“Celebrate Together” -- Vitasoy Celebrates its 70<sup>th</sup> Anniversary with Hong Kong People**

(Hong Kong – March 8, 2010) For 70 years, **Vitasoy International Holdings Limited** (“Vitasoy” or the “Company”) (Stock Code: 345) has built a warm and healthy camaraderie with consumers worldwide, earning a firm place in the hearts of households across Hong Kong. To share the joy of its 70<sup>th</sup> Anniversary with all of Hong Kong, Vitasoy held the **Celebrate Together** celebration cocktail today. The cocktail was hosted by Mr. Winston Lo, Executive Chairman of Vitasoy International Holdings Limited, Mr. Larry Eisentrager, Group Chief Executive Officer and other board members of Vitasoy. The guests at the event included Mr. Tung Chee-hua, Vice Chairman of the Chinese People’s Political Consultative Conference, Mr. Henry Tang, Acting Chief Executive of HKSAR, Mr. Wong Yan Lung, Secretary for Justice, and Dr. York Chow, Secretary for Food and Health. Business partners and friends from all over the world also attended the ceremony joining in the sprit of “Stand By me” which has been the theme of Vitasoy promotions since last year.

During the celebration, Vitasoy presented special collectible editions, which comprise of 70 different package designs and showed classic TV advertisements from the early years of Vitasoy, to revisit the development of the Company in the last seven decades.

### **From Local Hearts to International Acclaim, the “Soy Expert” strongly dedicates to nutritious values**

Founded on 9 March 1940 in Hong Kong, Vitasoy has been dedicated to providing the local people with nutritious and quality, great tasting drinks at affordable prices, successfully establishing a positive brand image by accompanying its customers on an emotive journey through the times. It now runs production facilities in Hong Kong, as well as Mainland China, the US, Australia, and Singapore, producing 1.3 billion units each year. Vitasoy now provides consumers in over 40 markets worldwide with over 1,000 different kinds of products, earning a reputation as “the Soy Expert.”

Speaking at the ceremony, Executive Chairman of Vitasoy International Holdings Limited, Mr. Lo said, “Vitasoy has grown hand in hand with Hong Kong people for 70 years. Looking ahead, we can be sure of more challenges to come. The consumer lifestyles is changing rapidly while the competition from international brands is becoming intensive. These mean we must be constantly changing as well to keep our leading positioning in various markets. The Mainland China market is becoming more important to us. Today, there are more and more Chinese consumers looking for nutritious and high quality



## Press Release

beverages and we strongly believe that our healthy, tasty products, first developed by our founder Dr. K.S. Lo out of concern for the well-being of Chinese people, will be increasingly welcomed across the country.”

### **“Celebrate Together” with the People of Hong Kong**

To celebrate its 70<sup>th</sup> Anniversary, Vitasoy devoted eight months to the preparation of a series of celebration activities for the **Celebrate Together** event, one of which is the unveiling of 70 limited edition carton packs of VITASOY depicting a multitude of blessings, at the press briefing held on 8 March. The images of these packs will also be displayed at selected MTR stations and on the body of some public buses, trams and Vitasoy delivery trucks. On the same day, Vitasoy also teamed up with convenience stores 7-Eleven and Circle K to introduce mini VITASOY magnets in honour of the occasion, while special birthday cakes will be sold at all Maxim stores to celebrate Vitasoy’s birthday. Last but not least, a carton package design competition is being held online, which all are invited to join and shared their creativity.

### **“Stand by Me” for the Next 70 Years**

Since its establishment, Vitasoy has been devoted to setting new standards of quality and innovation to ensure the production of quality products with great taste and excellent package design. Its various high quality products and clear positioning have earned Vitasoy numerous awards in the past. Vitasoy was recognised as a Gold Brand in the 2009 PRC Consumer’s Most Favourable Hong Kong Brands award and was voted number one in the beverage category of the award’s online-poll segment. It also won the “Hong Kong Proud Corporate Brand (Panel Judge Award)”, “Hong Kong Proud Corporate Brand (Consumer Award in the Beverages & Snacks Category)” as well as its sixth “Hong Kong Yahoo! Emotive Brand Awards” in the beverage Category.

Looking forward into the future, Vitasoy will continue to develop more quality products and promote marketing activities with its “Stand by Me” philosophy, bringing anticipation and delight to all and realising the legend of the next 70 years.



Photo 1. Mr. Winston Lo, Executive Chairman of Vitasoy International Holdings Limited said Vitasoy has grown hand in hand with Hong Kong people for 70 years and would constantly changing in the future to keep the leading positioning in various markets.



Photo 2. (From the left) Mr. Larry Eisentrager, Group Chief Executive Officer, Mr. Winston Lo, Executive Chairman and Mr. William Lo, Group Senior Director (Finance and Administration) of Vitasoy International reveal a series of celebrating activities of Vitasoy 70<sup>th</sup> anniversary.



Photo 3. (From the left) Mr. Larry Eisentrager, Group Chief Executive Officer, Mr. Winston Lo, Executive Chairman and Mr. William Lo, Group Senior Director (Finance and Administration) of Vitasoy International present the special collectible editions, which comprise of 70 different package designs.



Photo 4. Dr. York Chow, Secretary for Food and Health is a fan of Vitasoy since childhood.



Photo 5. The cocktail was held by Mr. Wong Yan Lung, Secretary for Justice, and Dr. York Chow, Secretary for Food and Mr. Winston Lo, Executive Chairman of Vitasoy International Holdings Limited, together with other board members of Vitasoy, to signify the commence of the series of celebrating activities.



Photo 6. Mr. Wong Yan Lung, Secretary for Justice, and Dr. York Chow, Secretary for Food, Mr. Winston Lo, Executive Chairman of Vitasoy International Holdings Limited and other board members of Vitasoy making a toast to wish Vitasoy ever success.